



State Board of Elections Voter Education and Outreach Plan for Implementation of House Bill 9 and Senate Bill 1

I. Introduction

On May 18, 2012, Governor McDonnell signed House Bill 9 and Senate Bill 1, legislation aimed at increasing the integrity and reliability of the voting process in Virginia. These bills require that Virginia voters display one of the permitted forms of identification at the polling place. Those voters that do not provide an acceptable form of identification will be required to vote a provisional ballot and provide a copy of their identification to the Electoral Board by noon on the Friday after the election in order for their vote to be counted. In an accompanying Executive Order (see attached in Appendix A), Governor McDonnell directed the State Board of Elections (SBE) to take “all appropriate steps to implement this legislation without adding inconvenience, confusion, or hardship to the Commonwealth’s voters.”

Even prior to the issuance of the Executive Order, SBE had planned a major voter education plan with the theme: “Are you Election Ready?” This plan began with information included in voter card mailings to all of Virginia’s voters in 2011 and 2012 as part of the redistricting process and will continue through November’s election. Drawing on SBE’s successful campaign leading up to the 2008 General Election, SBE’s “Election Ready” campaign will engage the public in ensuring voters have all the knowledge and tools necessary to successfully cast their ballots this November. SBE’s voter outreach educating the public on the changes to voter identification requirements is one part of the comprehensive “Election Ready” campaign.

This plan outlines SBE’s objectives, goals, and strategy at implementing Governor’s Executive Order.

Voter Outreach Plan Objectives: To engage in a voter outreach campaign upon Board Approval of this plan through November 6, 2012 and to educate voters about the changes to Virginia’s voter identification requirements and other important changes to the laws impacting elections in Virginia.

Voter Outreach Plan Goals: In implementing House Bill 9, Senate Bill 1, and Executive Order No. 45 (2012), the State Board of Elections’ goals are the following:

1. To effectively communicate the specifics of the changes to Virginia’s voter identification requirements in a straightforward and understandable manner to as many Virginians as possible. In particular, SBE shall focus on the six issues specifically identified by Governor McDonnell in his Executive Order.
2. To ensure a robust and uniform voter education campaign throughout the Commonwealth targeted at all of Virginia’s 134 localities.

3. To effectively work with interested third-party groups, including the League of Woman Voters, the NAACP, the state's political parties, and other organizations to communicate the changes to Virginia's voter identification requirements and other important changes to the law impacting Virginia voters.
4. To coordinate with and equip local general registrars and electoral board members with the necessary tools to conduct their own outreach efforts in their respective localities.
5. To reach voters through traditional media sources (newspapers, television and radio) by developing Public Service Announcements (PSAs), utilizing press releases and conducting interviews with members of the media.
6. To reach voters through new social media by utilizing Twitter, Facebook, SBE's website, and other means.
7. To ensure all of Virginia's approximately 4.7 million active voters receive a voter information card in advance of the November General Election.
8. To utilize public notices to further educate voters on Virginia's voter identification requirements.
9. To communicate regularly with Governor McDonnell on the status of SBE's outreach efforts from July 1, 2012 through the November 6, 2012 General Election.

Emphasis and Contents of Communications: Pursuant to the Governor's Executive Order, the communications for SBE's voter outreach plan will focus on the following issues:

1. That identification is required at the polling place and that voters who do not bring identification to the polling place or who refuse to provide identification at the polling place will be required to vote a provisional ballot.
2. A reminder to Virginia Voters to bring identification to the polls. SBE will utilize a public relations phrase to remind voters of the identification requirements. (Examples of a catchphrase include: "Don't Forget, Bring Your ID" or "Virginia ID: It's Just That Easy!".) In consultation with a public relations firm and others, SBE will determine the final outreach slogan to utilize with the education plan.
3. The list of identification documents that are accepted at the polling place, including the new additional forms of identification now allowed as a result the enactment of House Bill 9 and Senate Bill 1.
4. That those voting provisional ballots at the polling place because they failed to provide identification will have until noon the Friday after the election to provide a copy of their identification.
5. To explain to voters the multiple means by which they may deliver an acceptable copy of identification to the registrar, including by mail, fax, electronic mail, and in-person delivery;
6. To mail new voter cards with information on the new voter identification law and procedures, provisional ballot requirements, and ways to confirm registration and polling place location due to redistricting changes.
7. To explain to voters how they may obtain a replacement voter registration card, if needed.
8. Provide contact information of the State Board of Elections and local registrar offices for voters to obtain answers to any additional questions.

Resources: SBE has allocated significant resources towards achieving these goals and objectives. SBE will devote approximately seven staff members, including the attorneys in the Election Uniformity Division, towards our voter outreach efforts. They will work with the two

to three staff members working on the project on a close to full-time status. The day-to-day coordination of these efforts will be handled by SBE Confidential Policy Advisor Nikki Sheridan and SBE Deputy Secretary Justin Riemer. Secretary Don Palmer will also play an active role in supervising the project and ensuring internal performance benchmarks are met. SBE anticipates utilizing a mix of state General Funds and federal Help America Vote Act (HAVA) funds to finance the outreach activities described in this plan. SBE is working with the Department of Planning and Budget (DPB) and hopes to secure additional funds, especially as it relates to funding the voter card mailing. SBE staff participating in the project will work closely with SBE Business Manager Sharon Woo to ensure economical use of SBE funds.

II. Coordination with Interested Third Party Groups

SBE's outreach and coordination with interested third parties is essential towards a successful voter outreach campaign. Governor McDonnell recognized this when directing SBE to "coordinate with ... interested third-party groups, including but not limited to, the League of Woman Voters, the NAACP, Virginia's political parties, and other organizations..." SBE's specific plan to achieve this directive is the following:

1. Compile a list of interested third-party groups including the League of Woman Voters (LWV), the NAACP, the major and minor political parties of Virginia, other state and local government entities, non-profits, churches, local community organizations (e.g. Rotary), colleges and universities, major Virginia employers and others. An initial list of contacts is provided in Appendix B.
2. Reach out to organizations one-by-one to invite them to participate in our efforts, determine their interest in participating, and identify the appropriate point of contact at each organization.
3. Initiate coordination with conference calls with all interested third-party groups explaining SBE's efforts, soliciting their input, and welcoming them to join our outreach efforts.
4. Meet with different stakeholders and voter advocacy groups to receive input and comment on implementing the voter outreach plan.
5. Provide organizations with documentation described below (FAQ, etc.) as well as sample letters and emails for entities to communicate information to their members, employees, local chapters, etc.
6. Provide regular updates, additional documentation, etc., via email list.
7. Offer SBE staff, local registrars, and others as speakers to address group membership upon request.
8. Ensuring local general registrars and electoral boards are involved with these efforts at the local level.

SBE staff is already working to develop documents that explain, in layman's terms, the changes to the voter identification laws in Virginia, focusing specifically on the issues identified in Section I above. These documents will include Frequently Asked Questions (FAQs), documents which list the acceptable forms of identification allowed at the polls on election, the procedure for what happens if a voter does not provide his/her identification when attempting to vote, and how a voter may provide his/her identification following the election if he/she did not provide it at the polling place. SBE will also prepare similar documents for other changes to the law that will take effect in advance of the 2012 General Election. These documents will be part of a

packet distributed to each participating stakeholder group. The packet can be copied and disseminated to local groups and members and can also be used to educate the point of contact at each participating group on the basics of the voter identification changes.

SBE has already kicked off its third party outreach by registering to participate as an exhibitor in the 2012 Virginia Conference on Volunteerism and Community Service, an event that brings together organizations from throughout Virginia who serve their communities by working with volunteers and national service members. This event will be attended by an audience of about 300 representatives of local and state government, faith and community based organizations. This event, taking place June 15, will provide an excellent opportunity for SBE to begin its third party outreach efforts. SBE hopes to participate in other similar events in between now and the November General Election.

III. Media Strategy, Including Social Media

SBE plans a comprehensive media strategy to communicate to voters the changes in voting identification requirements and other laws related to voting. In addition, SBE will communicate important deadlines through the media and debunk the inevitable rumors and misinformation that will surface in the weeks leading up to the General Election.

A. Building Comprehensive Media Contact List

Recently, SBE began a major effort to expand its media contact list. In particular, SBE's efforts have been directed at gathering media contacts for all of Virginia's 134 localities to ensure that SBE is reaching both the remote and rural areas and the urban population centers. These efforts include gathering contact information for local newspapers, radio stations, and even online news services like Patch.com, an online based community-specific news service that provides local coverage for individual towns and communities. SBE's efforts also include gathering contact information from independent news sources that target groups including, but not limited to, the African-American, Hispanic, and Asian communities of Virginia.

Finally, SBE will work with general registrars who are knowledgeable of local media, to ensure the agency builds a comprehensive list of media contacts for paper, radio, television, and new media mediums.

B. Regular Voter Outreach Through Media Contact List

Initially, SBE will send regular press releases to the media contact list to provide important information regarding the voter identification legislation implementation, including Board actions related to implementing this legislation, Department of Justice (DOJ) preclearance status, and updates regarding other important changes to the law. SBE will also utilize this list to send press releases setting the record straight on rumors and misinformation related to Virginia's voter identification requirements, especially in the days and weeks immediately leading up to the election. SBE will also ensure that a major media outreach push is made in advance of the mailing of voter information cards to all Virginia voters to ensure voters are made aware of the mailing.

SBE's media outreach efforts related to the voter identification requirement changes will be accompanied by press releases relating to important registration and absentee ballot deadlines, scheduling of outreach events across the Commonwealth and other important information normally communicated to the press in advance of an election. SBE will provide sample press releases to local general registrars to exponentially increase the outreach across the Commonwealth.

C. SBE Board Member and Staff Press Availability

SBE will communicate to the press SBE staff availability to conduct interviews and provide sound bites when requested. If the State Board members desire, SBE can inform the press of Board member availability to conduct interviews or provide updates. SBE staff will ensure Board members are briefed regularly on the specifics relating to legislative changes and other important information.

SBE will utilize our media list to announce and invite media to attend any press briefings conducted via conference call or in-person. SBE will ensure that staff members are trained on the proper methods of communicating with the media.

SBE will host press conferences on the start of major initiatives on voter readiness.

D. Utilizing Print and Social Media, Including SBE's Website

SBE will budget appropriately to ensure that the agency is able to add important voter identification information to the required newspaper constitutional amendment advertising required due to two constitutional amendments on the ballot this fall. This public notice is required in all newspapers with circulation of over 50,000. However, provided funds are available, SBE will publish the constitutional amendment advertising in additional newspapers, including periodicals targeted at minority groups.

SBE will utilize social media to increase public awareness about the changes in Virginia's voter identification laws and other important information, especially among young voters. Included in this is an already underway revamping of SBE's Facebook Page, increased usage of Twitter, and a redesign of SBE's website to make it more user friendly, including special pages specifically pitching the agency's "Are you Election Ready?" campaign. In addition, SBE will create and utilize an SBE YouTube Channel to use for our broadcasted Public Service Announcements. These videos can also be embedded onto SBE's website, its Facebook page, and even local registrar websites, where applicable.

IV. Development of Public Service Announcements

A. Overview

The State Board of Elections (SBE) will take the necessary steps to ensure the production and airing of Public Service Announcements (PSAs) in both television and radio formats by the start of absentee voting for the General Election which will commence on September 21, 2012. SBE's goal in producing and airing these PSAs will be to educate as many Virginia voters, statewide, as possible on the changes to the law and to do so within SBE's budgetary limitations.

B. Means of Production

SBE does not have the technical capabilities to produce and film or record public service announcements. Accordingly, SBE will need to obtain these services from outside the agency, either through assistance from another Commonwealth agency or through the procurement of services of an outside private public relations firm. SBE has reached out to the Department of Transportation and they have indicated their willingness to assist SBE in its efforts, specifically with the production of a radio PSA. In the event the services of a private public relations firm are needed, there are several local firms that can provide the necessary resources for SBE to develop PSAs. SBE is aware that at least one local firm has done business with and may be under contract with the state. SBE will work through any procurement issues with the Department of General Services to ensure the agency takes all appropriate steps before entering into any contractual agreement with an outside company.

SBE will also utilize YouTube, Facebook, and its website to link video PSAs.

C. Budget

There are costs associated with developing Public Service Announcements. SBE understands that the production of these announcements, especially of a television spot, will require the allocation of funds. However, placement of the public service announcements themselves should be inexpensive since television and radio PSAs due to the Federal Communication Commission's requirement that stations run, free of charge, a minimum of PSAs during their commercial breaks.

D. Timeline for Production of PSAs

Phase One: June to Early-July:

1. Develop specific plan of work for production of television and radio Public Service Announcements encouraging Virginians to be "Election Ready." Plan will work to educate voters on voter identification changes, voter registration and absentee voting deadlines, other legislative changes impacting voting, and other important information.
2. Coordinate with other state agencies with PSA production capabilities on feasibility of producing PSAs in-house without outside public relations firm assistance.
3. If step #2 is not feasible, work with Department of General Services Procurement staff in securing services of outside public relations firm for production and dissemination of PSAs.
4. Agency decision on appropriate third party to produce PSA.

Phase Two: Mid-July to Mid-August:

1. Work with third party (other state agency or public relations firm) in securing PSA participants (possibilities include: Governor McDonnell, State Board of Elections members, others)
2. Develop scripts, theme, and content of PSAs third third-party producer.
3. Begin outreach to Commonwealth radio and television outlets in securing placement of SBE PSAs for mid-September.

Phase Three: Late-August to November 6:

1. Finalize content of PSAs.
2. Film and record PSAs.
3. Finalize script of any radio PSAs read by radio personalities.
4. Secure commitment to air from Commonwealth radio and television outlets from all regions of the Commonwealth.
5. Air PSAs immediately prior to critical dates:
 - a. September 21 (start of absentee ballot);
 - b. September 22-27th expected dates to mail voter cards to all active voters.
6. Continue to air PSAs up to Election Day, November 6.
7. Utilize YouTube, SBE website, and Facebook to rebroadcast PSAs.

V. Mailing of Voter Information Cards, Public Notices and Other Mailings

In Executive Order No. 45, Governor McDonnell directed the State Board of Elections to mail voter cards, an acceptable form of identification for use at the polls, to all of Virginia's active voters in advance of November's elections. Having the opportunity to reach each and every active Virginia voter is an incredibly effective means to communicate important information to registered voters and SBE plans on taking as much advantage of that mailing as possible. Similar to its efforts with the recent voter card mailings for redistricting, SBE will communicate important election information to voters in the mailing, including an explanation of the identification requirements, absentee ballot deadlines, and other important facts related to the voting process.

SBE will consult with the third-party groups described in Section II above on the content, design and mailing timing of the voter information cards. SBE will time the voter card mailing to ensure it takes place when voters are shifting their attention to the upcoming election, likely sometime in late-September. SBE will utilize press releases to help stimulate press coverage of the mailings to ensure voters are on notice that a voter card will soon be arriving in their mail boxes.

Other scheduled mailings will have information on the new voter identification law and its requirements noted on the mailing.

In addition, SBE is in the process of developing several posters that explain Virginia's new voting identification requirements as well as providing a general reminder to Virginia voters to be "Election Ready." SBE will distribute these posters to general registrars for dissemination in local public buildings, voter registration offices, and polling places.

VI. Partnership with General Registrars and Electoral Boards and "Phone-A-Thon"

In his Executive Order, Governor McDonnell encouraged the general registrars and electoral board members to conduct their own outreach efforts in coordination with the State Board of Elections. SBE is extremely fortunate to have a strong working relationship with Virginia's

general registrars and electoral boards as well as their professional associations, the Voter Registrars' Association of Virginia (VRAV) and the Virginia Electoral Board Association (VEBA). In furtherance of the Governor's message, SBE is committed to working with the registrars and electoral boards in ensuring the smooth implementation of the voter identification legislation at the local level. An effective partnership with the local registrars and electoral boards should act as a catalyst and will allow SBE's message to be amplified at the local level.

SBE will work closely with the statewide leadership of VRAV and VEBA to ensure that both SBE and the localities' speak with one voice on issues associated with the voter identification requirement changes. Working with VRAV and VEBA leadership in crafting a consistent and coherent communications message will be a main priority of the agency and coordination will take place regularly through SBE's weekly conference call with the leadership. In addition, SBE will work directly with the regional leadership of VRAV and VEBA to ensure that outreach is being conducted in each region of the Commonwealth.

SBE will ensure that the general registrars are given a copy of all SBE press releases for further dissemination into their communities and so that the election community speaks with one voice on important issues leading up to the election.

SBE's plan of coordination will be a topic addressed and reinforced at the annual training conference of registrars and electoral board members attended by all localities on June 20 and 21, 2012 in Midlothian, Virginia. SBE anticipates over 500 local election officials to attend the training. In addition, VRAV's Annual Meeting, held in Staunton, Virginia from July 30 to August 1, will provide an ideal forum to assess ongoing coordination and outreach efforts.

Finally, SBE hopes to work with the local general registrars in planning a statewide "Phone-A-Thon" that will take place on October 2, 2012. SBE anticipates dozens of registrars and volunteers to participate in this event that will allow voters to call in with questions regarding the voting process, including questions related to the new voter identification requirements. Voters will be informed of the event through a scrolling message broadcasted on the bottom of the television screen during normal programming. This event was held regionally in 2008, was a major success, and SBE hopes to help implement it statewide this October.

VII. Regular Communication with Governor McDonnell

In this Executive Order, Governor McDonnell directed the State Board of Elections to regularly report to him on the status of the outreach efforts described in the Executive Order through the General Election, November 6, 2012.

SBE will ensure that the agency provides regular updates to Governor McDonnell, Secretary of Administration Lisa Hicks-Thomas and others on the status of the outreach efforts, beginning on the date of implementation, July 1, 2012. SBE will provide updates in its weekly report to Secretary Hicks-Thomas as well as more thorough briefings when needed and/or upon request.

VIII. Conclusion

The State Board of Elections staff is committed to taking the actions described in this plan to ensure the legislation is implemented “without adding inconvenience, confusion, or hardship to the Commonwealth’s voters.” SBE staff will work diligently to implement the plans described in this initiative in a timely and effective manner.

Appendix A: Executive Order No. 45 (2012)

Implementation of House Bill 9 and Senate Bill 1 Relating to Identification Requirements for Voters at the Polling Place on Election Day

Importance of the Issue

Protecting the integrity and reliability of the electoral process in Virginia is a critical state interest. The state must ensure that the rule of “one person, one vote” applies for all citizens. For the citizens of the Commonwealth of Virginia to have faith in their government, they must have faith in their elections. This means that government must ensure open, honest, and secure elections. As such, Virginia has an interest in deterring and detecting voter fraud. Documented cases of voter fraud have occurred both in Virginia and in other parts of the United States. Virginia’s history of some close elections demonstrates that voter fraud could negatively affect an election decided by a very small number of votes.

Any effort in increasing the integrity and reliability of the electoral process must be non-discriminatory and take into account any potential burdens imposed on eligible voters in Virginia, especially on groups of voters that have, historically, faced difficulties in voting. These voters include the elderly, poor, racial minority groups, non-native English speakers, and the disabled. All eligible voters regardless of income, race, age, and other factors should be able to have equal access to the electoral process and should be made aware of any changes that may impact their ability to vote.

Enactment of House Bill 9 and Senate Bill 1

Virginia’s current laws already require voters to bring one of a number of identification cards or documents to the polling place on Election Day in order to cast a vote. If such identification is not produced, then the voter may cast the ballot after signing an affirmation of identity form, subject to felony penalties for false statements.

Today I have signed House Bill 9 and Senate Bill 1, bills that aim to increase the integrity and reliability of the voting process in Virginia. Senate Bill 1 was signed last to ensure any differences between it and House Bill 9 take legal effect. Those voters who arrive at the polling place without a valid form of identification shall be permitted to vote a provisional ballot which shall be counted so long as the voter provides a copy of one of the numerous and expanded types of acceptable forms of identification to their local electoral board within three days after the election. The identification can be provided by fax, e-mail, mail, commercial delivery, or in person. These bills also seek to increase access to the electoral process by adding to the current list of forms of identification allowed at the polls on Election Day including college IDs, utility bills, bank statements, and paychecks. With the enactment of House Bill 9 and Senate Bill 1, Virginia has taken steps towards protecting against voter fraud and increasing the public’s confidence in the election system.

In implementing this legislation, my administration and local election officials will take all appropriate steps to implement this legislation without adding inconvenience, confusion, or hardship to the Commonwealth's voters. Accordingly, by virtue of the authority vested in me as Governor under Article V of the Constitution of Virginia and under the laws of the Commonwealth, including but not limited to §§ 2.2-103 and 2.2-104 of the *Code of Virginia*, and subject to my continuing and ultimate authority and responsibility to act in such matters, I hereby direct the State Board of Elections and request that local election officials take several ameliorative steps described in this Executive Order.

Specifically, this Executive Order directs the State Board of Elections to take necessary steps to ensure that all eligible Virginia voters are made aware of the provisions of these new laws and are given the necessary information in order to provide an appropriate form of identification when voting. This Executive Order requests that local election officials cooperate in these efforts. This Executive Order also directs the State Board of Elections to provide all registered voters with a new voter registration card, one of the acceptable forms of identification for use at the polling place. Finally, this Executive Order requests that the State Board of Elections and local election officials report certain data to me following the November 6, 2012, and November 5, 2013, General Elections.

Availability and Issuance of Voter Registration Cards

The State Board of Elections shall take all necessary measures to ensure that all Virginia's voters are provided, free of charge, an acceptable form of identification for use at the polling place. By October 1, 2012, the State Board of Elections shall mail a new voter registration card to all Virginia voters. The instructions provided in the voter registration card mailing shall include an explanation of Virginia's new voter identification requirements and the need to bring the individual's voter registration card or other acceptable form of identification to the polls on Election Day. The instructions shall also explain that failure to provide an acceptable form of identification at the polls on Election Day will require the voter to vote a provisional ballot and thereafter provide a copy of an approved identification by fax, e-mail, in-person submission, or timely mail or commercial delivery by noon on the Friday immediately following the election.

I also request that the general registrars mail, free of charge, new voter registration cards to all registered voters who request them.

Voter Outreach Campaign

I also direct the State Board of Elections to engage in a voter outreach campaign between now and the November General Election to educate voters about the changes to Virginia's voter identification requirements. This outreach campaign will educate the Commonwealth's voters on the following issues:

1. That identification is required at the polling place and that voters who do not bring identification to the polling place or who refuse to provide identification at the polling place will be required to vote a provisional ballot;

2. The list of identification documents that are accepted at the polling place, including the additional forms of identification now allowed as a result the enactment of House Bill 9 and Senate Bill 1;
3. That those voting provisional ballots at the polling place because they failed to provide identification will have until noon the Friday after the election to provide a copy of their identification;
4. To explain to voters the means by which they may deliver an acceptable form of identification to the registrar, including by mail, fax, electronic mail, and in-person delivery;
5. To explain to voters how they may obtain a voter registration card, if needed; and
6. Provide contact information of the State Board of Elections and local registrar offices for voters to receive answers to any additional questions.

I direct the State Board of Elections to utilize newspaper advertisements, the internet, social media, television and radio (including Public Service Announcements), direct mail, public notices in state and local buildings, voter registration offices, polling places and other means to communicate the information described above to Virginia voters.

I direct the State Board of Elections to coordinate with local election officials, interested third-party groups including, but not limited to, the League of Woman Voters, the NAACP, Virginia's political parties, and other organizations to help educate voters about Virginia's voter identification requirements.

I direct the State Board of Elections to ensure that its voter outreach efforts are directed at all regions of the Commonwealth and in all 134 localities.

I encourage local general registrars and electoral board members to conduct their own outreach efforts in coordination with the State Board Elections. General registrar and electoral board outreach at the local level should target local voters through local media, including radio and television, and print, making efforts to educate voters through outreach to various local community groups.

I direct the State Board of Elections to regularly report to me on the status of the outreach efforts from the date of implementation, July 1, 2012, through the November 6, 2012 General Election.

State Board of Elections Regulations

I request the State Board of Elections to promulgate a regulation that will provide that general registrars and electoral boards have the discretion to telephonically contact individuals voting provisional ballots for reason of lack of identification and remind those provisional voters that they are permitted to provide a copy of identification to the electoral board by noon on the Friday after the election.

Tracking of Provisional Ballot Statistics

I direct the State Board of Elections to coordinate reporting of all provisional ballots cast in the November 6, 2012, and November 5, 2013, General Elections. I hereby request that General Registrars and electoral boards track provisional votes by type, including provisional votes cast for reasons of a lack of identification. This information shall also include how many voters provided the necessary type of identification after casting a provisional ballot. Such reporting shall be tracked at the precinct level and timely reported to the State Board of Elections following the November 6, 2012, and November 5, 2013, General Elections.

I direct the State Board of Elections to report to me the statistics on the numbers of provisional ballots cast by category and the number of provisional ballots counted by category in the 2012 and 2013 General Elections by January 1, 2013, and January 1, 2014, respectively.

Effective Date of the Executive Order

This Executive Order shall become effective upon its signing and shall remain in full force and effect until February 1, 2014, unless amended or rescinded by further executive order.

Given under my hand and under the Seal of the Commonwealth of Virginia this the eighteenth day of May, 2012.

/s/ Robert F. McDonnell, Governor

Attest:

/s/ Secretary of the Commonwealth

Appendix B: Potential Third-Party Partners

<u>Governmental Organizations:</u>	<u>Website:</u>
Virginia Association of Chiefs of Police	http://www.vachiefs.org/
Virginia Association of Counties	http://www.vaco.org/
Virginia Education Association	http://www.veanea.org/
Virginia Fraternal Order of Police	http://www.vastatefop.com/
Virginia Governmental Employees Association	http://www.vgea.org/i4a/pages/index.cfm?pageid=1
Virginia Municipal League	http://www.vml.org/
Virginia Sheriffs' Association	http://vasheriff.org/
Virginia State Firefighters Association	http://vsfa.org/
<u>Advocacy Organizations:</u>	<u>Website:</u>
AARP	http://www.aarp.org/states/va/
Alliance for Progressive Values	http://apvonline.org/
American Coalition for Clean Coal Electricity	http://www.cleancoalusa.org/
American Energy Freedom Center	http://www.energyfreedomcenter.org/
American Legion	http://www.valegion.org/
Americans For Prosperity	http://www.americansforprosperity.org/virginia
Chamber of Commerce Virginia	http://www.vachamber.com/
League of Women Voters Virginia	http://lwv-va.org/
Martin Luther King, Jr. Public Policy Center	http://www.mlk-center.org/
Mi Familia Vota	http://mifamiliavota.org/home
NAACP	http://www.virginianaacp.org/
National Federation of Independent Businesses	http://www.nfib.com/virginia
National Rifle Association	http://www.nraila.org/
Rotary International	http://www.richmondrotary.org/
True the Vote	http://truethevote.org/
Virginia AFL-CIO	http://va.aflcio.org/vaaficio/
Virginia American Civil Liberties Union	http://acluva.org/
Virginia Citizens Defense League	http://www.vcdl.org/
Virginia Council of Churches	http://www.vacouncilofchurches.org/
Virginia Farm Bureau	http://vafarmbureau.org/
Virginia Federation of Tea Party Patriots	http://virginiateapartypatriots.com/
Virginia New Majority	http://virginianewmajority.org/
Virginia Organizing	http://www.virginia-organizing.org/
<u>Political Parties:</u>	<u>Website:</u>
Constitution Party of Virginia	http://www.constitutionpartyva.com/
Democratic Party of Virginia	http://www.vademocrats.org/

Green Party of Virginia	http://www.vagreenparty.org/
Independent Green Party of Virginia	http://www.votejoinrun.us/
Libertarian Party of Virginia	http://lpva.com/
Republican Party of Virginia	http://www.rpv.org/
<u>Major VA Employers:</u>	<u>Website:</u>
Accenture LTD	http://www.accenture.com/
Altria Group	http://www.altria.com/en/cms/Home/default.aspx
Amerigroup	http://www.amerigroup.com/
Bank of America	http://www.bankofamerica.com
Booz, Allen and Hamilton	http://www.boozallen.com/
Dollar Tree	http://www.dollartree.com/home.jsp
Dominion Virginia Power	http://dom.com/
Erie Insurance	http://www.erieinsurance.com/
Exxon Mobil	http://www.exxonmobil.com/Corporate/
Federal Reserve Bank of Richmond	http://www.richmondfed.org/
Food Lion	http://www.foodlion.com/
Geico Direct	http://www.geico.com/
Huntington Ingalls Industries	http://www.huntingtoningalls.com/
Kroger	http://www.kroger.com/Pages/default.aspx
Lockheed Martin Corp	http://www.lockheedmartin.com/
Martin's Food Markets	http://richmond.martinsfoods.com/
MeadeWestVaco	http://www.meadwestvaco.com/index.htm
Nextel International Incorporated Holdings	http://www.nii.com/
Norfolk Southern	http://www.nscorp.com/nscportal/nscorp/
Northrop Grumman	http://www.northropgrumman.com/
Richmond Association of Realtors	http://rarealtors.com/
Rockingham Group	http://www.rockinghamgroup.com/Home.aspx
Sentara Healthcare	http://www.sentara.com/Pages/default.aspx
Smithfield Foods	http://www.smithfieldfoods.com/
State Farm Insurance	http://www.statefarm.com/
Target Corp	http://www.target.com/
UPS	http://www.ups.com/
US Investigations Services	http://www.usis.com/
Verizon	http://www.verizon.com/va
Virginia Automobile Dealers Association	http://www.vada.com/
Virginia Funeral Directors Association	http://www.vfda.net/
<u>Religious Organizations:</u>	<u>Website:</u>
Anglican Church of Virginia	http://www.theanglicanchurch.net/
Apostolic Church International, Virginia	http://vaapoc.com/
Assemblies of God, Virginia	http://www.potomacag.org/

Baptist General Association of Virginia	http://www.vbmb.org/
Catholic Diocese of Arlington	http://www.arlingtondiocese.org/
Catholic Diocese of Richmond	http://www.richmonddiocese.org/
Chabad of Virginia	http://www.chabadofva.org/
Church of Brethren	http://www.virlina.org/churches.shtml
Church of God, Virginia	http://www.vacog.org/
Church of Jesus Christ of LDS	http://www.lds.org/?lang=eng
Church of the Nazarene, Virginia	http://www.vanaz.org/
Disciples of Christ, Virginia	http://www.ccinva.org/
Episcopal Diocese of Virginia	http://www.thediocese.net/
Evangelical Lutheran Church, Virginia	http://www.vasynod.org/
Hindu Center of Virginia	http://www.hinducenterofvirginia.org/
Muslim Association of Virginia	http://www.daralnoor.org/
Southern Baptist Conservatives of Virginia	http://www.sbcv.org/
Union for Reform Judaism, Eastern District	http://urj.org/east/
Unitarian Universalist Association	http://www.uua.org/directory/districts/43682.shtm
United Methodist Church, Virginia	http://www.vaumc.org/
Virginia Interfaith Center	http://www.virginiainterfaithcenter.org/
<u>Armed Services:</u>	<u>Website:</u>
Virginia Department of Veterans Services	http://www.dvs.virginia.gov/
Virginia National Guard Association	http://www.vnga.org/
Federal Voting Assistance Program	http://www.fvap.gov/

Note: Please note that this is not an exclusive or exhaustive list. Additional organizations will be contacted and added to this list as the outreach plan takes effect.